



By Laws as further revised by the BOD on October 8, 2021

BY LAWS  
Of the  
Association of Sport Performance Centres  
(Hereinafter referred to as the ASPC)

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### ***Chapter 1: General Order (Name, description, address, logo)***

ASPC is a non-profit ASSOCIATION, with public and social interests, which will be governed by these By Laws, the internal regulation codes which may be approved at the General Assembly and also by the applicable state laws.

Adopted at the Paris Forum on August 30, 2011 the new name and abbreviation for the International Association of High Performance Sport Training Centres will now be; The Association of Sport Performance Centres or ASPC.

The ASPC is registered in Spain as the “International Association of High Performance Sport Training Centres”, under the new European Regulations on Personal Data Protection Policies (GDPR).

ASPC physically established its headquarters in Sant Cugat (Barcelona, Spain): Avenida Alcalde Barnils 3-5, Sant Cugat del Vallés (08174, Spain. The change of company headquarters, as the case may be, must be approved at the General Assembly.

The ASPC is the private and representative body for the group of High Performance Sport Centres legally established in each corresponding state, where they hold a legal status and have full capacity to work towards the fulfillment of their goals and to defend their rights, in accordance to the prevailing legal sports law.

The ASPC has its own logo, as shown in the drawing below and also attached to these By Laws, and which may not be used for any commercial purpose outside the ASPC.

### ***Chapter 2: Offices and Registered Structure***

#### **Competence**

The ASPC will be submitted to the Spanish Regulation Rights, as is on “Ley Orgánica 1/2002, de 22 de marzo, reguladora del Derecho de Asociación”.

#### **Life**

The life of the Association of Sport Performance Centres is indefinite.

The financial year will run from the 1<sup>st</sup> of January to the 31<sup>st</sup> of December.

#### **Communication Language**

The International communication language of the ASPC will be English.

#### **Territorial Domain**

The ASPC conducts its main business activities through the respective members of the ASPC on an international basis.

### ***Chapter 3: Mission, Vision and Principles of the ASPC***

ASPC Mission: To provide opportunities that enhance training for high performance sport worldwide.

ASPC Vision: ASPC is an active partner with development and leadership of sport training centres, setting the standard in the global high performance training site community.

The Principles of this ASPC are the following:

1. Respecting the Autonomy of each of the high performance sport centres: The basic principle of the ASPC are considered to be the maintenance of the independence, authority and autonomy of each Centre as being the best guarantee of the development of high level sport in the respective countries.

2. Fostering collaboration between all the members:

Respecting the autonomy of each centre, members will collaborate to generate initiatives of benefit to athletes, coaches, sport and the wider community.

They will also collaborate with international organizations and associations able to assist in promoting the implementation of the principles and objectives pursued by this Association.

3. Maintaining an Ethical Approach:

Protection of the rights of high performance athletes and coaches at ASPC member Centres is essential. Specifically, this should focus on their right to train and compete in a fair, ethical, healthy and safe environment.

4. Enhancing Staff Development:

The ASPC members are committed to adding value to the training and development of their staff by providing professional development through staff exchanges.

5. Sharing Information and Knowledge:

ASPC members will share and exchange knowledge and experiences in relation to high performance sport.

6. Identifying Best Practices:

The ASPC will develop concepts of best practices to aid in the advancement of high-performance sport.

## 7. Supporting the International Forum on Elite Sport:

ASPC members will support the organization of a biennial “International Forum on Elite Sport” as a means of sharing and developing information to advance high performance sport centres.

### **Chapter 4: About Members**

#### **A. Membership Terms. Classes of Membership**

The ASPC will be composed of high performance centres which have voluntarily joined the ASPC, Governing Bodies that support high performance sport and individuals who support High Performance Sport/Centres.

##### **1. Group A: CENTRES**

Any Sport Performance Centre that is recognized by a National Olympic Committee, Paralympic Committee and/or government of that nation or recognized by an International Sports Federation (IF) or National Sport Federation of a country where the centre is located may apply for membership.

#### **Membership Requirements:**

The requirements to become a Centre member of this Association as a High Performance Sport Centre are:

- a) To carry out activity focused on elite sport
- b) To be officially recognized their respective National Olympic/Paralympic Committee and or National Government
- c) A signed agreement to abide by the ASPC Code of Conduct
- d) To be able to provide operational, technical and scientific support services to high performance athletes and coaches
- e) To be willing to exchange staff personnel with other high performance sport centres to interact and share ideas and work methods

##### **2. Group B: GOVERNING BODIES**

Governing Bodies who support High Performance Sport, NOCs ,NPCs, Foundations and NGOs.

#### **Membership Requirements:**

The requirements to become a member of this Association as a Governing Body member are:

- a) To be identified as a Governing Body, NOCs, NPC, NGOs or IF's supporting high performance centres in any country around the world.
- b) A signed agreement to abide by the ASPC Code of Conduct
- c) To be officially recognized by their National Olympic/Paralympic Committee
- d) A recommendation letter from any other member or the Board is required.

##### **3. Group C: INDIVIDUALS**



Individual Managers, Directors, Administrators or staff of a Sports Performance Centre or a National Olympic Committee. Individuals who support High Performance in Medical, Science, Media, Coach, Sponsorship or any other related activities/jobs in the high performance sports milieu.

### **Membership Requirements:**

The requirements to become a member of this ASPC as an individual member are:

- a) To be identified as a Manager, Director, Administrator or Sports Official who works or has worked to support High Performance Training Centres.
- b) A signed agreement to abide by the ASPC Code of Conduct
- c) To be officially recognized by their National Olympic/Paralympic Committee
- d) A recommendation letter from any other member is required

**4. Group D:** Any other members as approved by the Board of Directors.

**B. Membership fees.** The membership dues are approved by the General Assembly.

### ***Chapter 5: Process for Membership.***

- Section 1. Group A. Centres

High Performance Sport Centres who would like to join the ASPC as new members must follow guidelines and forms on the website or make a written request to the respective Continental Vice President copied to the Headquarters Office.

a) Requests for new membership must be reviewed by the relevant Continental Vice President and President prior to a recommendation being made to the Board of Directors.

b) Membership may be provisionally approved by the Continental Vice-President prior to ratification by the General Assembly at their next official meeting.

c) New members will be welcomed at the next General Assembly after their applications have been approved.

i) Requests made within 2 months of the next General Assembly are not guaranteed confirmation before this General Assembly.

ii) The Member Centres will be represented in the internal organization of the ASPC by their Directors or persons legally appointed by them.

d) Paying the ASPC Centre joining and membership fees determined by the Board of Directors for the specified membership category when required.

- Section 2. Group B - Governing Bodies

Governing Bodies that would like to be members of the ASPC must complete and submit the ASPC Governing bodies' membership form following the guidelines on the website or written request to the Secretary General of the ASPC.

- a) Request for governing body membership must come with a letter of support from a current ASPC Centre member or a Board member, stating the governing body member's involvement in high performance sport working with performance centres or athletes / coaches.
- b) Request for governing body membership will be reviewed by the Secretary General and the relevant Continental Vice President prior to approval.
- c) Governing bodies members agree to conform to and abide by the ASPC By Laws, Code of Conduct, General Principles and other such rules and regulations which may be adopted by the membership or Board of Directors from time to time. Each new member will be required to sign a Code of Conduct to become part of the ASPC. Each existing member will also need to sign the Code of Conduct to continue as a recognized member.
- d) Paying the ASPC Governing Bodies' joining and membership dues determined by the Board of Directors for the specified membership category when required.

- Section 3. Group C - Individual Members

Individuals who would like to be members of the ASPC must complete and submit the ASPC individual membership form following the guidelines on the website or written request to the Secretary General of the ASPC.

- a) Request for individual membership must come with a letter of support from a current ASPC Organizational member, stating the individual member's involvement in high performance sport working with performance centres or athletes / coaches.
- b) A CV of the Individual member must be included within the request.
- c) Request for individual membership will be reviewed by the Secretary General and the relevant Continental Vice President prior to approval.
- d) Individual members agree to conform to and abide by the ASPC By Laws, General Principles and other such rules and regulations which may be adopted by the membership or Board of Directors from time to time.
- e) Paying the ASPC Individual joining and membership dues determined by the Board of Directors for the specified membership category when required.

- Section 4. Loss of Membership.

Members of the ASPC will lose their membership for the following reasons:

- a) Termination of the member Centre that has taken place in accordance with the legal procedure of the country where the member Centre is located.
- b) Any other statutory or legal way established.

- c) Violation of the ASPC Code of Conduct
- d) Not paying the yearly membership fee.
- e) Resignations must be submitted in writing to the ASPC President or to the appropriate ASPC Continental Vice-President.

### ***Chapter 6: Member's rights and obligations***

Section 1. The rights of the Centre members of the ASPC (Group A) are:

1. To attend, actively participate and vote at the General Assembly meetings. Centre members representatives vote counts as 2 votes.
2. To elect or be elected as representative for their continent or as a member of the Executive Committee.
3. To participate in the management, services and activities of the ASPC, in accordance with the statutory law.
4. To present to the Assembly and to the Board of Directors all the facts that may contribute to improve the ASPC and to more effectively realize the Principles of the ASPC.
5. To seek and obtain explanation about the administration and management from the Board of Directors.
6. To be heard before any disciplinary steps being taken.
7. To receive information about the activities of the ASPC.
8. To take part in the working groups.
9. To possess a copy of these By Laws.
10. To check the record books of the ASPC.
11. To attend the International Forum on Elite Sport without paying the registration fee (limit up to 2 attendees per Centre).
12. Have their sport Centre appear on the ASPC's web site sharing information about their training Centre.

Section 2. The rights of the Governing Bodies and Individual Members of the ASPC (Groups B & C) are:

1. To attend, actively participate and vote at the General Assembly meetings. During voting each Governing Body or individual member, Category B & C counts one vote.
2. To serve or be selected to serve on ASPC Committees.
3. To participate in the management, services and activities of the ASPC, in accordance with the statutory law.
4. To present to the Assembly and to the Board of Directors all the facts that may contribute to improve the ASPC and to more effectively realize the Principles of the ASPC.
5. To seek and obtain explanation about the administration and management from the Board of Directors.
6. To be heard before any disciplinary steps being taken.
7. To receive information about the activities of the ASPC.

8. To take part in the working groups.
9. To possess a copy of these By Laws.
10. To check the record books of the ASPC.
11. To attend the International Forum on Elite Sport, paying the corresponding registration fee.

*Section 3.* The obligations of all members of this ASPC are:

1. To get involved with the principles of the ASPC and to actively participate in order to achieve them.
2. To contribute in the support of the ASPC by means of paying the membership fees as approved at the General Assembly.
3. To fulfill the rest of the obligations that have been established in these By Laws.
4. To keep the information posted on the ASPC's Web page up to date and current with all Centre/site information and contacts (For A members only).

## ***Chapter 7: Official Bodies and representation entities***

*Section 1.* The **Official Bodies** and representation entities of the ASPC are:

- a) The General/Extraordinary Assembly.
- b) The Board of Directors.
  - i. President.
  - ii. Secretary General- who is appointed by the Executive Committee from a representative of the ASPC host Centre- Official headquarters which now is San Cugat del Valles / Barcelona Spain.
  - iii. Vice-President
  - iv. Treasurer
  - v. Past President – ex officio
  - vi. Continental Vice Presidents (5) – Asia, Americas, Europe, Africa and Oceania
- c) The Executive Committee (President, General Secretary, Vice-President and Treasurer).

### **A.) General Assembly**

The GENERAL ASSEMBLY is the major official body entity of the ASPC, which is composed of all the representatives of the high performance sport centres, governing bodies and individuals officially named. Membership groups A thru C.

Each Organization that is a member will receive 2 votes for their Centre. Each Governing Body or Individual member at the General Assembly will have one vote. Only those members who are present and up to date in terms of fee payment will be able to vote. There is no Proxy vote.

The agreements taken at the Assembly will be approved by simple majority (50 percent plus 1) of the members present, with the exception when these By Laws establish that another type of majority is needed.

The General Assembly must be legally constituted and held annually.

The roles of the General Assembly are the following:

- a) To modify the By Laws.
- b) To approve or ratify the annual program and activity report on the management of the ASPC presented by the Board of Directors to the Assembly.
- c) Vote on proposals put forth by the Board of Directors.
- d) To elect the Executive members of the ASPC (President, Vice-President and Treasurer) and guide their activity, every 2 years during the FORUM.
- e) To ratify the Continental Vice-presidents who will be elected by their own Continental members present at the Forum. In the event of a tie a final determination will be made by the Executive Committee of the ASPC.
- f) To approve or ratify the balance sheet, financial statement and the annual budget presented by the Board of Directors.
- g) To approve the amount of the yearly fee and any extraordinary contributions.
- h) To resolve the termination of the ASPC.
- i) To join other associations or organizations or to terminate relations with them.
- j) To approve an internal regulations code.
- k) To resolve matters not directly assigned to any other sub-committee within the ASPC. The roles listed in this article have an explanatory purpose, and do not limit the ones to be held by the General Assembly.

The Assembly meetings will be called by means of a personal letter or email directed to each member, with a minimum of 60 calendar days in advance of the General Assembly.

The letter or email, will indicate the place, day and hour of the meeting, as well as the meeting's agenda.

### **The Board of Directors**

The Board of Directors is the management and administration entity of the ASPC, and with executive powers to enforce the agreements reached at the General Assembly.

The Board of Directors consists of a President, a Secretary General, a Vice-President and a Treasurer and five Continental Vice-Presidents, plus four additional ex-officio, non-voting members, (the host secretariat representative, the previous Forum representative, the next Forum representative and the Immediate Past President of the ASPC).

The election of the members for the Board of Directors, who must be representatives of the Centre members of the ASPC (Group A), will be put to a vote at the General Assembly. The people elected will start their duties after their approval to their post.

Members wishing to stand for election to a position on the Board of Directors must submit the corresponding nomination form to the Secretariat at least 60 days before the General Assembly.

The members of the Board of Directors cannot hold any paid position within the ASPC.

Dismissal from a post on the Board of Directors before the end of the statutory period can be caused by:

- a) Voluntary resignation, presented in written form with a list of motives.
- b) Violation of ASPC Code of Conduct
- c) Illness, which poses an impediment to fulfill the post.
- d) Disenrollment of their Centre as a member of the ASPC.
- e) Being relieved of the representative post of their Centre.

Any vacant posts that exist on the Board of Directors can be filled by appointment by the current Board of Directors. If the position is of a Continental Vice President the person filling that position must be from that Continent. The position will then be up for election at the next General Assembly.

The Board of Directors has the following roles:

- a) To represent, lead and manage the ASPC, as well as to carry out the agreements taken by the General Assembly.
- b) To propose to the General Assembly the amount of the ordinary and extraordinary fees.
- c) To call the General Assembly meetings.
- d) To present and approve the annual program, activity report and the management of the ASPC to the General Assembly.
- e) To approve and present the balance sheet, financial statement and the annual budget to the General Assembly.
- f) To hire employees for the ASPC.
- g) To monitor the annual budget.
- h) To create working groups to efficiently achieve the Principles of the ASPC, and authorize the actions that these working groups undertake.
- i) To carry out the necessary tasks in relation to civil service offices, other organizations and individuals, in order to achieve:
  - Subsidies or other aid.
  - The use of premises or buildings.

- j) To open a bank account in a credited savings institution and to use the funds deposited in those accounts for ASPC business only.
- k) To temporarily resolve any situation which By Laws have not anticipated, and to report on this at the next General Assembly.
- l) Authority to avail of the revenue obtained and to agree the transfer of entities by means of an agreement recorded in the minutes.
- m) Any other competence which is not explicitly assigned to another governing entity within the ASPC, or competences which have been delegated to the Board of Directors directly.

The Board of Directors will meet in ordinary session twice a year. These meetings can be conducted face to face, electronically or by phone. Should circumstances warrant, and at the discretion of the Board of Directors, a meeting of the membership may be conducted remotely, in whole or in part, via teleconference or videoconference provided reasonable measures are taken to permit all members not physically present to hear and participate in the proceedings concurrently. The Board of Directors shall adopt special rules of order for the conduct of such meetings regarding verifying membership, assignment of the floor and debate, voting, and any other procedures necessary for an orderly meeting. Such rules are to be communicated at the time of the meeting. All other rules regarding meetings of the membership will continue to apply.

The Board of Directors' meeting will be officially constituted if it has been called sufficiently in advance and there is a quorum of 50% plus one of its members.

The members of the Board of Directors must attend all meetings which take place and can only be absent if there is just cause. The attendance of the President or the Secretary General or their acting substitutes is mandatory.

The Board of Directors will approve agreements by simple majority of those present.

The agreements taken in the Board of Directors' meetings must be written down in the minute book, and must be signed by the President and the Secretary General. At the start of every Board meeting, the minutes of the previous meeting must be circulated in advance and approved by the Members.

#### **B.) The President-**

- a. Is an A or B member of the ASPC. Has submitted his or her intention to serve and has completed the ASPC election form correctly.
- b. Is elected by majority vote during the biennial forum by the ASPC membership.
- c. Follows the duties of President as describe in Chapter 9.

**D. Secretary General –**

- a. Is a key member/leader of the ASPC host Centre, currently the Training Centre in San Cugat, Spain.
- b. Is approved by the Board of the ASPC every 2 years and at the General Assembly during the non-Forum year.

**E. Executive Committee-**

- a. The executive committee of the ASPC will consist of the President, the Secretary General, the Vice-President and the Treasurer.

***Chapter 8. The Officers of the ASPC***

Section 1. The duties of the President are the following:

- a) To lead and represent legally the ASPC, by means of delegation by the General Assembly and/or the Board of Directors.
- b) To call the Assemblies and the meetings of the Board of Directors.
- c) To chair and direct the debates, both in the General Assembly and the Board of Directors.
- d) To cast the deciding vote in the case of a tied vote.
- e) To sign and approve the minutes as submitted by the secretary of the ASPC.

Section 2. The duties of the Vice President are the following:

- a) The Vice-President will be acting President in case of absence or illness of the President.
- b) To coordinate and manage the working groups and committees to ensure the proper development of the ASPC and its aims under the Mission and Vision established in the By Laws.
- c) Lead future developments of the ASPC with in the Executive Committee

Section 3. The duties of the Secretary General are the following:

- a) To manage the secretariat at the hosting site
- b) To support the executive committee for the key issues
- c) To sign with the President the minutes of the Board and the General Assembly
- d) To manage the financial accounts following the directives established with the Board and the General Assembly

Section 4. The duties of Treasurer are the following:

- a) To follow the accounting with the Secretariat
- b) To work on the preparation of the annual budget with the board
- c) To present the annual budget to the board and the General Assembly
- d) To advise on any issues to improve the financial status of the ASPC



Section 5. The duties of the Continental Vice Presidents are as follows:  
The Vice-Presidents will improve the regional activity by promoting Principles of the ASPC and membership applications within their Continent.

Chair working groups and spread the good will and work of the ASPC all around their Continent.

### ***Chapter 9: Financial Matters***

This ASPC is subject to follow the budget set forth by the Board, with the limitations as set forth in the By Laws of the ASPC.

Section 1. The ASPC obtains funding from:

- a) The yearly fees set by the General Assembly, and paid by each member.
- b) Public or private grants.
- c) Donations, inheritance or legacies.
- d) Any other revenue that is legally authorized.

*Section 2.* All members of the ASPC must support the ASPC financially, by means of yearly fees, in the form and proportion set by the General Assembly and as proposed by the Board of Directors.

The financial year coincides with the calendar year, and ends on December 31<sup>st</sup>.

### ***Chapter 10: Jurisdiction***

All controversies and discrepancies connected with the goals pursued in these By Laws, excluding ordinary courts, will be subject to The Court of Arbitration for Sport.

### ***Chapter 11: Termination***

The ASPC can be terminated if so agreed by the General Assembly, which must be called extraordinarily and expressly for this purpose and is clearly stated on the agenda prior to the meeting. Two-thirds of all members Centres (Category A and B) must be present for the vote to take place.

The General Assembly is empowered to elect a Termination Committee and apply the necessary rules as follows:

- a) Once the termination is approved, the General Assembly must take the required steps towards the final destination of funds and rights of the ASPC, as well as the finality, finalization and liquidation of any pending operations.

- b) If any funds remain, they will be donated to a non-profit organization in the territorial domain of the ASPC.

The Members of the ASPC are not personally liable. Their liability is limited to carrying out the obligations that they voluntarily agree on.

#### Appendix: ASPC Brand Identity

Sant Cugat del Vallès, April 11th, 2008  
Revised April 8<sup>th</sup> 2010 Pretoria South Africa  
Revised August 29<sup>th</sup> 2011 Paris, France  
Revised July 21<sup>st</sup> 2014 Berlin, Germany  
Revised August 27<sup>th</sup> 2015 San Juan, Puerto Rico  
Revised August 23<sup>th</sup> 2017 Durban, South Africa  
Revised September 17<sup>th</sup> 2018 Calgary, Canada  
Revised November 30, 2021.

President

Josep Escoda  
Secretary General



BRAND IDENTITY V3.0 JUNE 2016

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## **OUR BRAND**

Everything affects a brand, it's identity and how it is viewed by the world. Everything we do makes an impression, and every impression we make changes the way people think about the association of sport performance centres. Actively managing the brand's identity is vital. This document is a tool to help you make decisions. But the utility of this tool is finite. These standards cannot possible address every design situation that may arise. This document merely establishes the groundwork for design execution and strategy.

## **GENERAL**

The primary term of reference is the official brand name: Association of Sport Performance Centres (ASPC). In general, use of the acronyms such as ASPC should be avoided in all official correspondence and promotional materials.

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# 1 Brand on a page

ASPC

This is a snap shot of our brand.  
Use it as a quick reference for the  
basics of colour, font, and logo  
format.



Horizontal



Stacked



Large format/outdoor

The colour palette



The quick  
brown fox  
jumps over  
the lazy dog

Helvetica Neue  
is a classic sans serif font.



## The photographic style

These pictures tell our stories.  
Focus on one sport or athlete.  
If there is more than one person make sure the second person is in the background.  
Look for simple uncluttered backgrounds.

## 2 ASPC IDENTITY

This is our new identity.

Please make sure you  
use official artwork.



New Horizontal Logo



New Stacked Logo



Old horizontal logo



Old stacked logo

### 3 ASPC IDENTITY

#### PRIMARY LOGO

The horizontal format full colour logo is our primary identity.

Always use this logo as your first option.

The logo is made up of the globe icon with the two supporting people below, the ASPC acronym and the descriptor copy.

The green single colour logo should only ever be used on a white background.

Always use official artwork.



Full Colour Horizontal Logo



Single Colour Horizontal Logo



Single Colour Horizontal Logo



Reversed out Horizontal Logo



Reversed out Horizontal Logo

# 4 ASPC IDENTITY

## SECONDARY LOGO

The stacked full colour logo is our secondary identity.

This version is better suited to vertical application.

The logo is made up of the globe icon with the two supporting people below, the ASPC acronym and the descriptor copy.

The green single colour logo should only ever be used on a white background.

Always use official artwork.



Full Colour Horizontal Logo



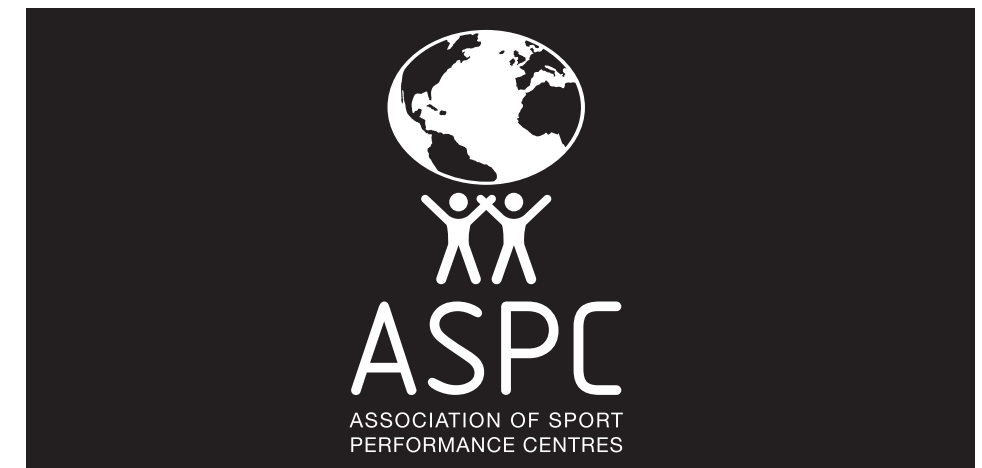
Single Colour Horizontal Logo



Single Colour Horizontal Logo



Reversed out Horizontal Logo



Reversed out Horizontal Logo

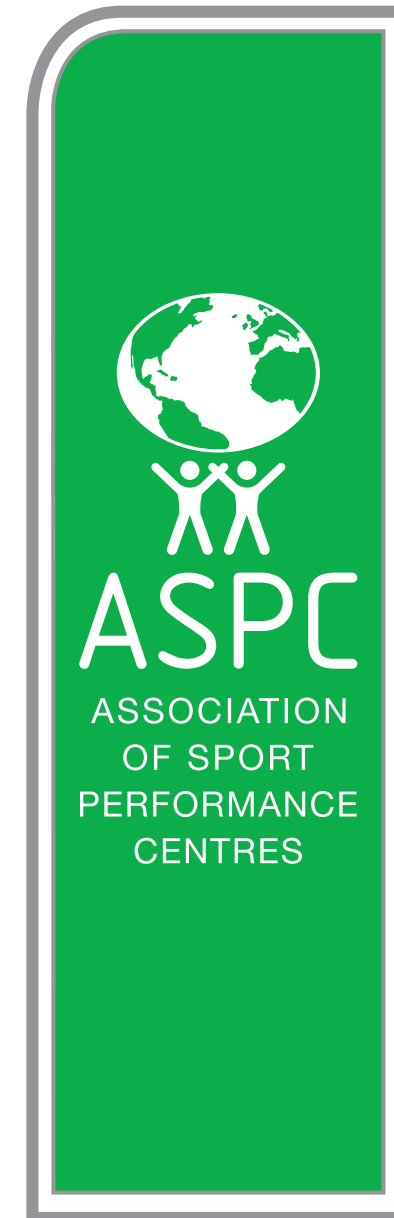
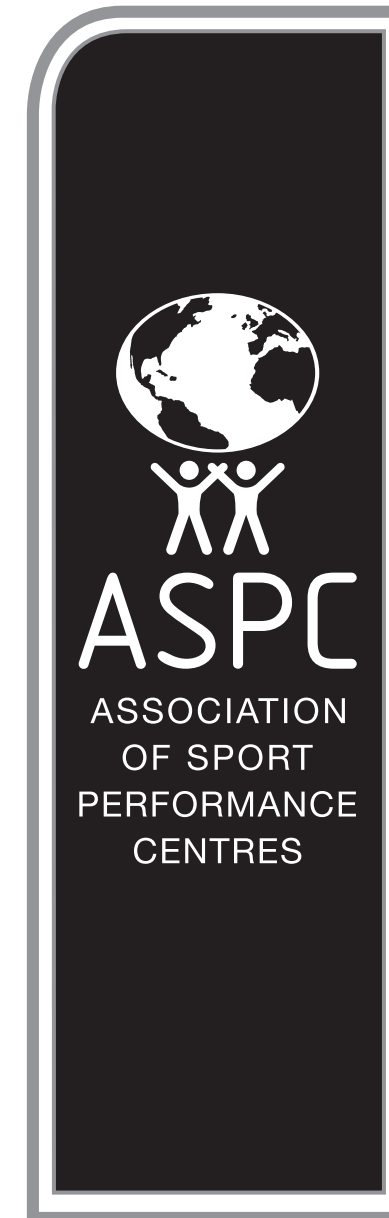


## 5 LARGE FORMAT/ FAST READ

Use this version of our identity on large format telescopic banners, pull-up banners and other narrow vertical formats.

This version of the logo should not be used on any collateral or print. It is only used on banners.

Always consider the usage and format when choosing which logo to use. Don't force our logo into opposing shapes or formats.



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## 6 TYPEFACE

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### HELVETICA NEUE

Our primary font is Helvetica Neue.

Helvetica has a full range from very light (45) to very heavy (95).

The most commonly used weights are 45 Light, 55 Regular, 65 Medium and 75 Bold.

Try to not mix more than two weights at a time.

Helvetica should be used for all communication both printed and digital.

Helvetica Neue 45 Light

AaBbCcDdEeFfGgHhIiJjKk  
01234567890

Helvetica Neue 55 Roman

AaBbCcDdEeFfGgHhIiJjKk  
01234567890

Helvetica Neue 65 Medium

AaBbCcDdEeFfGgHhIiJjKk  
01234567890

Helvetica Neue 75 Roman

AaBbCcDdEeFfGgHhIiJjKk  
01234567890

Helvetica Neue 85 Heavy

AaBbCcDdEeFfGgHhIiJjKk  
01234567890

Helvetica Neue 95 Black

AaBbCcDdEeFfGgHhIiJjKk  
01234567890

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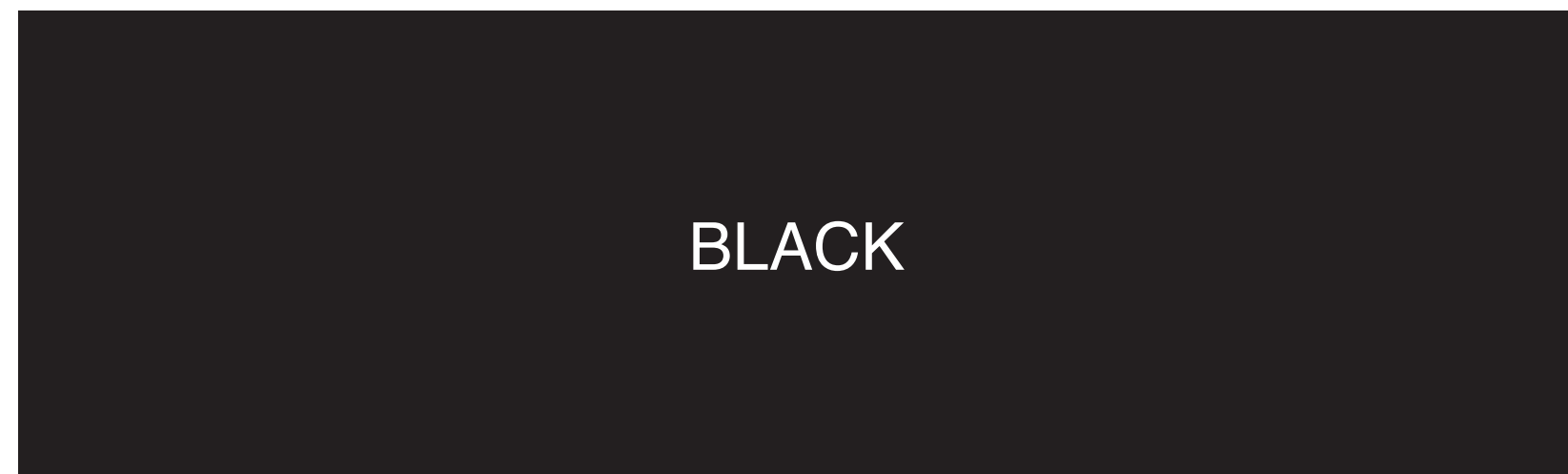
## 7 COLOUR

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Our logo colour palette for use on all branding is green and black.

The reversing of the logo out of a colour make sure there is a strong contrast.

Eg: On a black or green background use a white logo.



## 8 BUSINESS CARDS



BRENDON GOODENOUGH

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DALE HENWOOD  
**PRESIDENT**

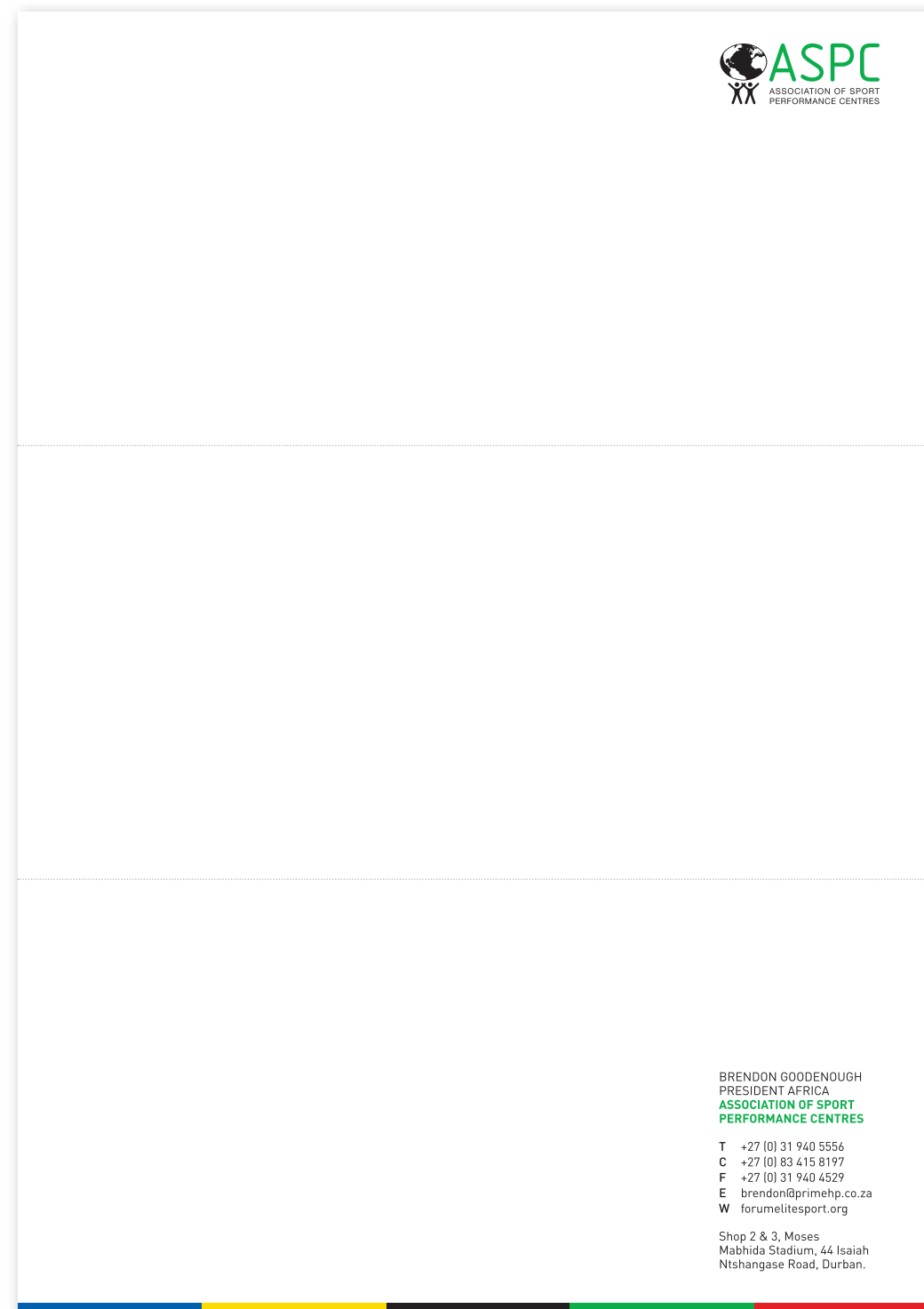
**T** 403.220.8196  
**C** 587.999.0970  
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**E** dalehenwood@csicalgary.ca  
**W** sportperformancecentres.org

Room 125, Olympic Oval  
2500 UNIVERSITY Dr. NW,  
Calgary, Alberta, Canada T2N 1N4

## 9 LETTERHEAD

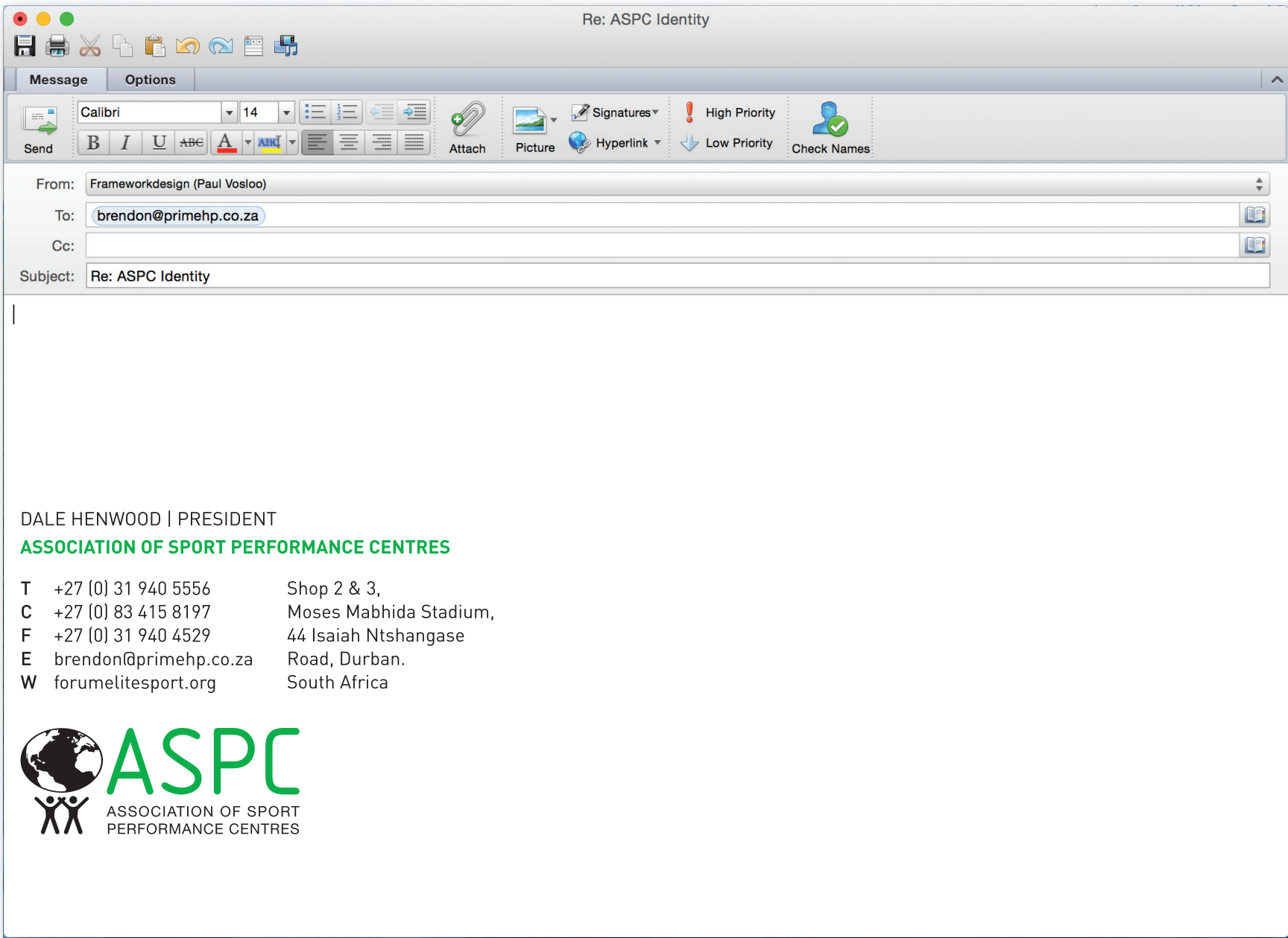
The back of the letterhead is printed in the ASPC green.

When the letter is folded you see the reversed out white logo.



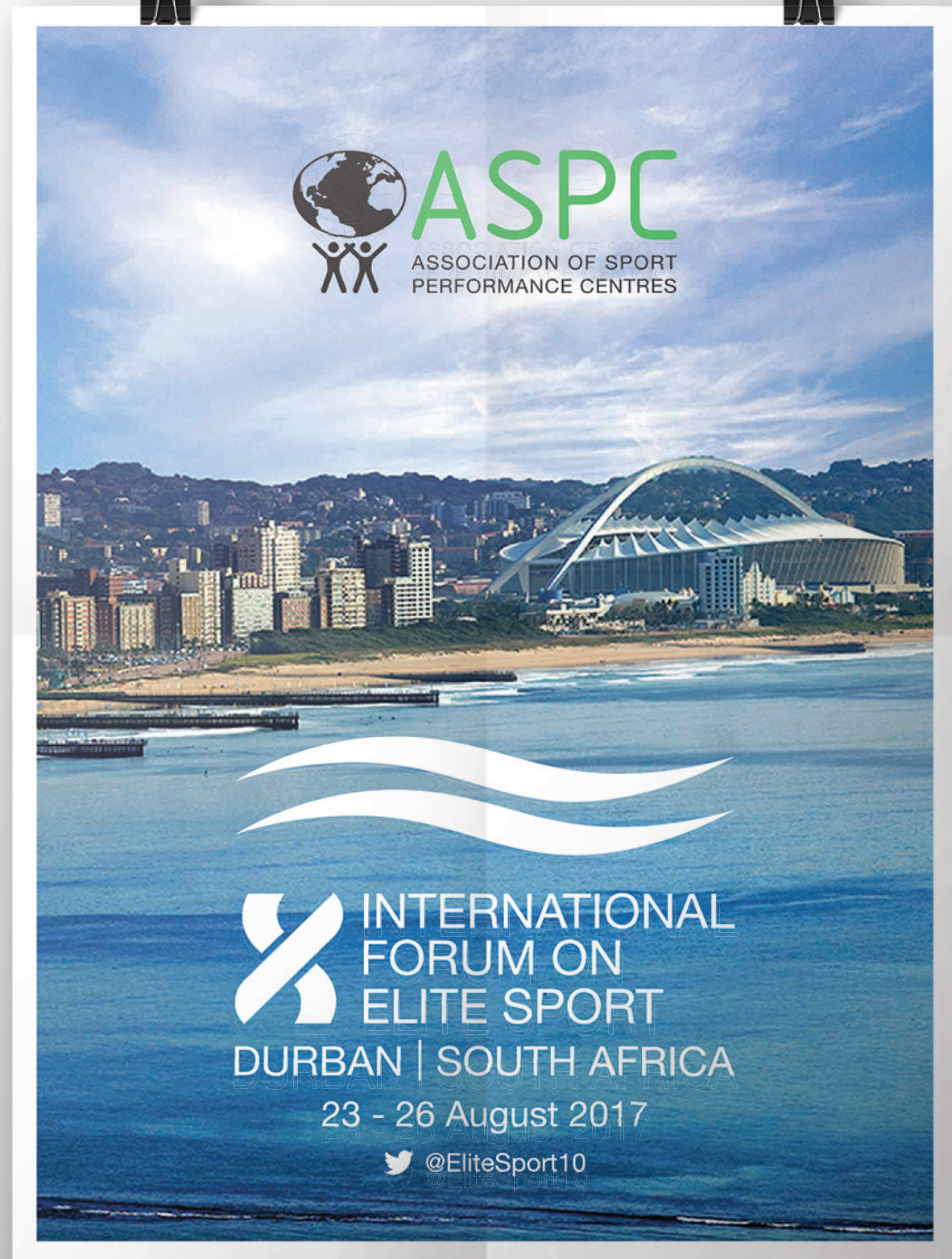
The 5 olympic colours are  
printed across the bottom  
of the letterhead

# 10 EMAIL SIGNATURE





# 11 POSTER





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## 12 EMBROIDERY

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White on a colour (make sure  
there is always a high contrast)

Black on white background





# 13 REGIONAL ENDORSEMENT

The regional endorsement can be used on ASPC stationary instead of a lock-up.



CANADIAN SPORT INSTITUTE



CENTRE D'ALT RENDIMENT



PRIME HUMAN PERFORMANCE CENTRE



COLORADO SPRINGS OLYMPIC  
TRAINING CENTRE



HPC HIGH PERFORMANCE CENTRE



ENGLISH INSTITUTE OF SPORT



CREPS ILLE DE FRANCE



WESTERN AUSTRALIAN  
INSTITUTE OF SPORT



HIGH PERFORMANCE SPORT  
NEW ZEALAND

# 14 ASPC CO-BRANDING

Members may use the ASPC logo on their stationary and websites.

You can use the ASPC logo as part of a lockup or as an endorsement to your brand.

Always use the lock-up and clear space guidelines provided.

To have a lockup created please send your logo in vector format to: [brendon@prime.co.za](mailto:brendon@prime.co.za).



ASPC FORUM LOCK-UP



ASPC CENTRE LOCK-UP

# 15 ASPC CENTRE ENDORSEMENT

Members may use the ASPC endorsement as part of their logos

Always use the clear space guidelines provided.



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# 16 ASPC BROCHURE

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# 16 ASPC CLOTHING

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# 17 ASPC CAPS

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# 18 WATER BOTTLES

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# 19 ASPC PENS

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# 20 LANYARD & NAME BADGE

10th International Forum on  
Elite Sport name badge example





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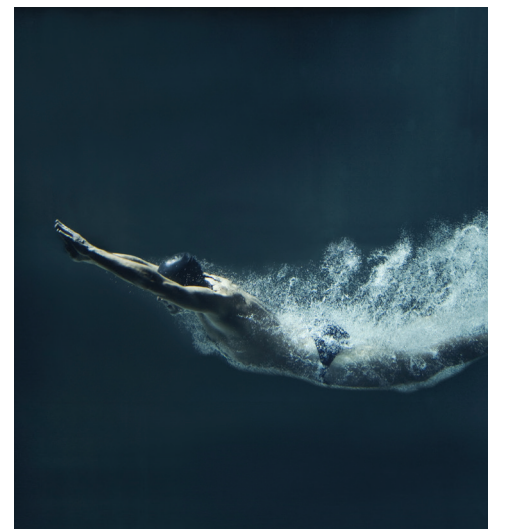
# 21 IMAGERY

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Keep the imagery simple.

Focus on a single athlete or sport.

Look for imagery with simple, uncluttered backgrounds.



# 22 BANNERS

ASPS brand banners.



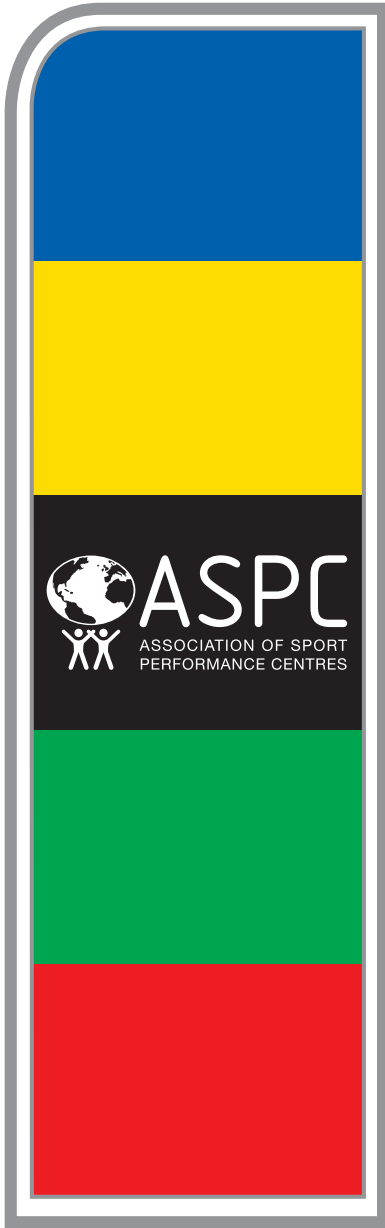
PRIMARY ASPC BRAND



PRIMARY ASPC BRAND



PRIMARY ASPC BRAND



PRIMARY ASPC BRAND

# 22.1 BANNERS

Individual member forum banners.

The examples show a single colour logo application and the forum member lock-up.



ASPC + FORUM EVENT



ASPC + FORUM



ASPC + FORUM



## 22.2 PULL-UP BANNERS

Example



# 23 ASPC UPDATE NEWSLETTER

ASPC UPDATE masthead.

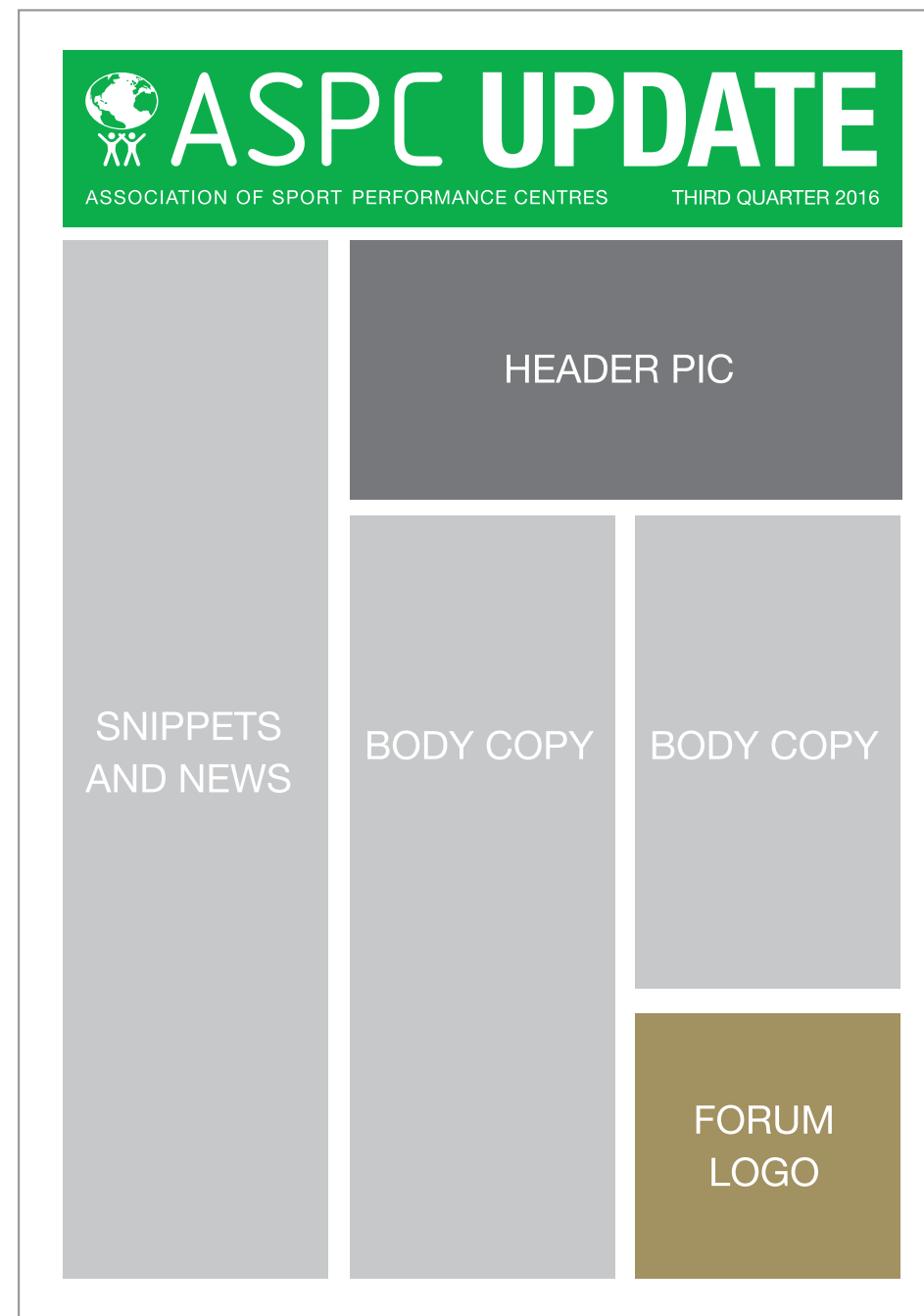
Newsletter divided into quarters rather than seasons.

Three column grid for layouts.

Consistant position for header image and forum logo.

News and info bar down the left side.

## LAYOUT GRID TEMPLATE



## EXAMPLE



## 24 DONT'S

The components of the logo cannot be used individually.

For legibility, the full logo should never be less than 2 inches across.

No border should be put around the logo.

The black logo should never be placed on a white document, poster, etc.

The logo should never be printed over a pattern, photograph, texture or graduated tint.



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## **BRAND ENQUIRIES**

PAUL VOSLOO

+27 82 587 9361

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